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Cambodia Luxury Tourism: A Model For Others To Follow

The world is getting smaller, with travel companies and hotel chains increasingly reaching out into previously untapped parts of the world. At the same time, our concept of what constitutes luxury tourism is changing. Five-star resorts are two a penny and even space tourism is no longer in the realms of science fiction.

So what are today's luxury travelers seeking?

In Cambodia, luxury tourism appears to be about offering guests a private luxury escape, but one with a clear difference.

“Real luxury tourism is providing and offering people private time to let them discover something new, something special, to let them connect to the hearts of the Cambodian people, their customs, practices and their culture,” says Jef Moons, the CEO of Knai Bang Chatt luxury resort in Kep. “It is these experiences that provide memories of a lifetime.”

Moons believes that today's travelers are seeking something beyond luxury pampering. They are looking for a “property that first takes care of its own people, that respects the environment, and that makes social commitments before indulging its guests”.